

**PHILIP MORRIS INCORPORATED****INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution  
FROM: through George Knox  
Chris Cory *TC*

DATE: November 22, 1985

SUBJECT: Anti Ad-ban Speech

Here for your review is a draft speech that we would like to get cleared so it is ready for delivery as appropriate. The speech alerts the print media to the growing move to ban cigarette ads and how that ban might undermine the economic base of our free press. The speech also mentions the continuing effort to restrict beer ads.

This draft was prepared for a speaking opportunity that subsequently did not work out. It would be modified to suit the speaker and location we eventually came up with. One goal is to get the speech delivered so we can reprint and distribute it.

We'd appreciate 1) your review of the speech for facts and tone, and 2) your suggestions of places where we might deliver it.

May I have your reactions? Notes in the margin would be fine; my extention is 2430.

Enclosure

## Distribution:

Alan Easton  
Gene Knorr  
Guy Smith  
Eugene Flanagan

cc: Stanley Scott  
Tom Ricke  
Jere Herzenberg

*Yours truly*  
*[Signature]*

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